THE AMAZING
SPIDER-MAN 2
™

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INTRODUCTION

Synopsis

Andrew Garfield (Peter Parker/Spider-Man) and Emma Stone (Gwen Stacy) return in an all-new theatrical adventure directed by Marc Webb, where Spider-Man must save New York from the electrifying power of fan-favorite villain Electro. Joining this new film are Jamie Foxx (Max Dillon/Electro), Shailene Woodley (Mary Jane Watson) and Dane DeHaan (Harry Osborn).

Spider-Man provides all of the action, heroics, and fun of Super Heroes that people of all ages seek out. Featuring character art based on the upcoming all-new theatrical version of Spider-Man, this program leverages the worldwide awareness and multi-national appeal of the character and his universe to create products that appeal to males of all ages.

Consumer Demographic

Core: Older Boys 6-12
Teens & Adults: 13-19+

Secondary: Younger Boys: 3-5

Franchise Strategy

- Four films totaling over $3.2B in global box office (of which The Amazing Spider-Man generated $753.8 million worldwide).
- Top 3 licensed boys franchise in Consumer Products, across a range of product categories.
- Spider-Man is a pop culture icon with a long-established legacy with males and is one of the most popular Super Heroes in the world.
- Kids aspire to put on the iconic suit and mask imagining that they have his abilities.
- For Boys 6-12, Spider-Man affinity remains high and over two-thirds of them indicate future purchase intent.
- Interest in future Spider-Man content is high among parents of Boys 3-8 and 4/5 of core fans have strong interest in new film content.

Retail Channel

- All Tiers
- All Accounts

Attributes

- Power & Responsibility
- Secret Identity
- Heroic
- Iconic
- Wall-Crawling
- Web-Slinger
- Youthful

BRANDING LOGOS

4-Color Logo
ASM2_0001_P1.psd

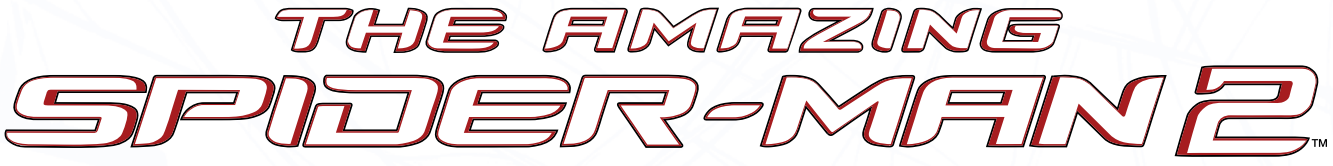
NOTE:

Please use this sizing and lock-up of the TM marking on all branding as shown.

When printing on a light or dark background please adjust
the color of the TM marking to white or black to ensure legibility.

BRANDING LOGOS

4-Color Vector Logo
ASM2_0002_P1.eps



2-Color Vector Logo
ASM2_0003_P1.eps

1-Color Vector Logo
ASM2_0004_P1.eps

NOTE:

Please use this sizing and lock-up of the TM marking on all branding as shown.

When printing on a light or dark background please adjust
the color of the TM marking to white or black to ensure legibility.

TYPOGRAPHY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Medium Condensed

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abcdefghijklmnopqrstuvwxyz

Megahertz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wexford

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Electrox

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Trackpad Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bullet Regular

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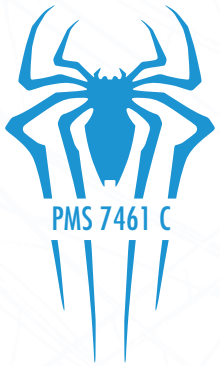
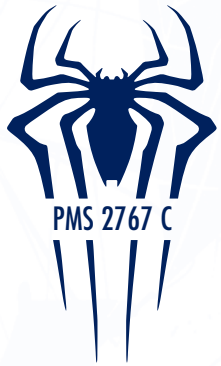
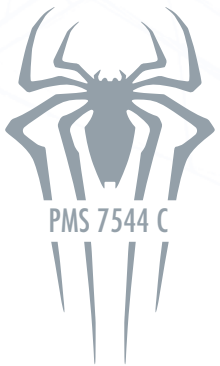
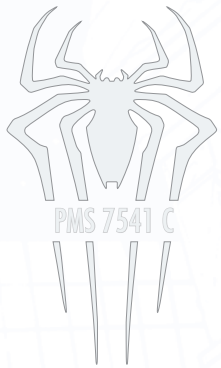
COLOR PALETTE









NOTE: Colors shown on these pages are printed in 4-color process (CMYK). They are a close representation (but not exact) of the Pantone® spot colors. When dealing with spot colors, the standards for Pantone colors can be found in the current edition of the PANTONE MATCHING SYSTEM®: COLOR BRIDGE™ COATED Guide or by calling 1-866-PANTONE. Whatever printing process or materials you use, please match your colors to the Pantone numbers of coated stock listed in the COLOR BRIDGE™ COATED Guide. The process color (CMYK) formula breakdowns are provided. The process color (CMYK) chips can be found in the PANTONE MATCHING SYSTEM®: SOLID CHIPS BOOK. Pantone is a registered trademark of Pantone, Inc.

BLISTER CARD

BLISTER CARD VISUAL

BLISTER CARD FRONT
ASM2_0005_P1.psd

BLISTER CARD

BLISTER CARD BACK
ASM2_0006_P1.psd

PACKAGING BIO

For Peter Parker life is busy – between taking out the bad guys as The Amazing Spider-Man and spending time with the person he loves, Gwen, high school graduation can't come quickly enough. Peter hasn't forgotten about the promise he made to Gwen's father to protect her by staying away – but that's a promise he just can't keep. Things will change for Peter when a new villain, Electro, emerges, an old friend, Harry Osborn, returns, and Peter uncovers new clues about his past.

BACKGROUND
ASM2_0007_P1.psd

LEGAL NOTICE: Last digit should be the year of production for each particular item.

ELEMENTS: PACKAGING

PACKAGING BURST
ASM2_0012_P1.psd

PACKAGING ART
ASM2_0013_P1.psd

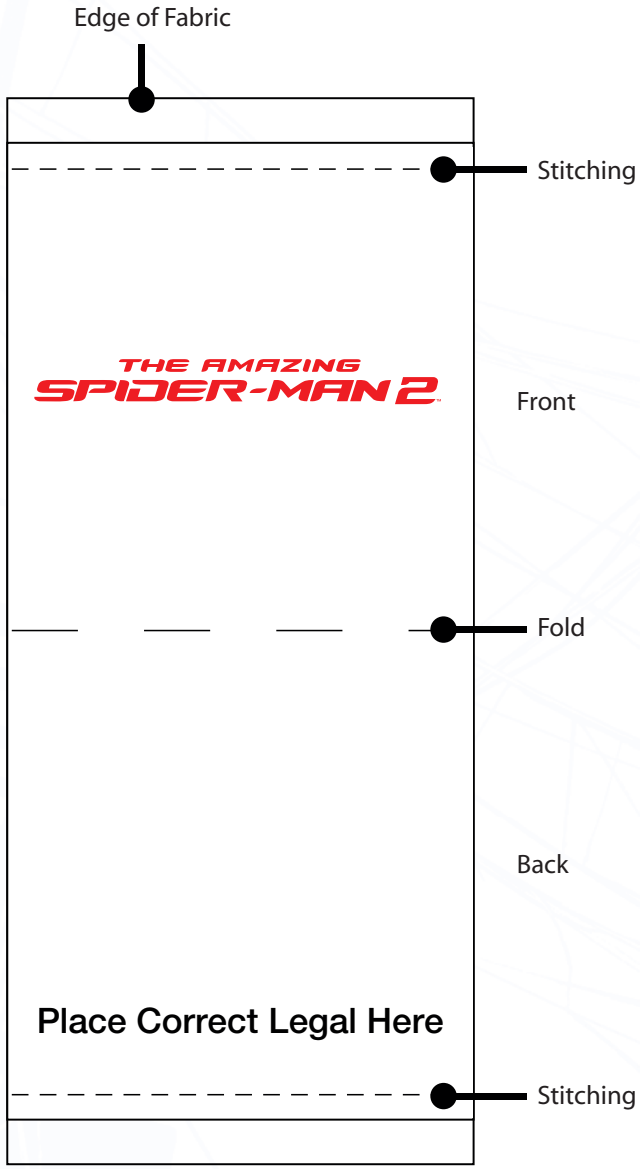
PACKAGING LABEL
ASM2_0014_P1.psd

HANG TAGS

HANG TAG FRONT
ASM2_0015_P1.psd

HANG TAG BACK
ASM2_0015_P1.psd

NECK & PIP LABELS



WOVEN LABEL
2-Color Application
ASM2_0016_P1.eps

THE AMAZING SPIDER-MAN 2

HEAT SEAL LABEL
ASM2_0019_P1.eps

HEADER CARD

HEADER CARD FRONT & BACK
ASM2_0021_P1.psd

PROFILES

SPIDER-MAN

For Peter Parker life is busy – between taking out the bad guys as The Amazing Spider-Man and spending time with the person he loves, Gwen, high school graduation can't come quickly enough. Peter hasn't forgotten about the promise he made to Gwen's father to protect her by staying away – but that's a promise he just can't keep. Things will change for Peter when a new villain, Electro, emerges, an old friend, Harry Osborn, returns, and Peter uncovers new clues about his past.

Pantone 186 C | Pantone 2945 C | Pantone Black C | Pantone 1815 C | Pantone 654 C | Pantone 7544 C | Pantone White C

FRONT COSTUME SPIDER

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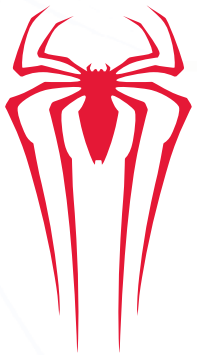

BACK COSTUME SPIDER

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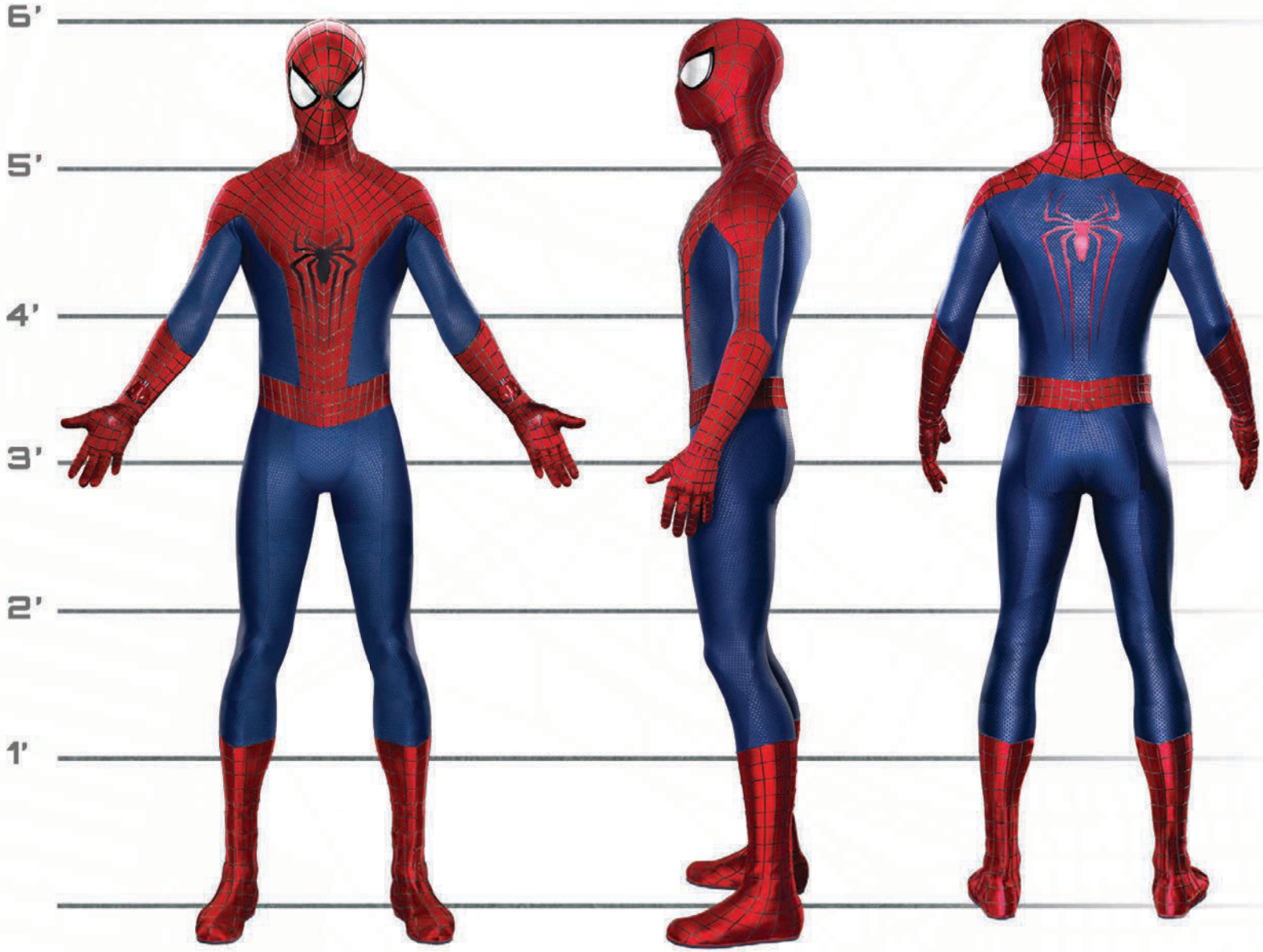
ASM2_0024_P1.psd

3-VIEW REFERENCE



ASM2_0025_P1.psd

HIGH RENDER ART

ASM2_0026_P1.psd

ASM2_0027_P1.psd

HIGH RENDER ART

ASM2_0028_P1.psd

ASM2_0029_P1.psd

HIGH RENDER ART

ASM2_0030_P1.psd

ASM2_0031_P1.psd

SITUATIONAL ART

ASM2_0032_P1.psd

ASM2_0033_P1.psd

SITUATIONAL ART

ASM2_0034_P1.psd

SITUATIONAL ART

ASM2_0035_P1.psd

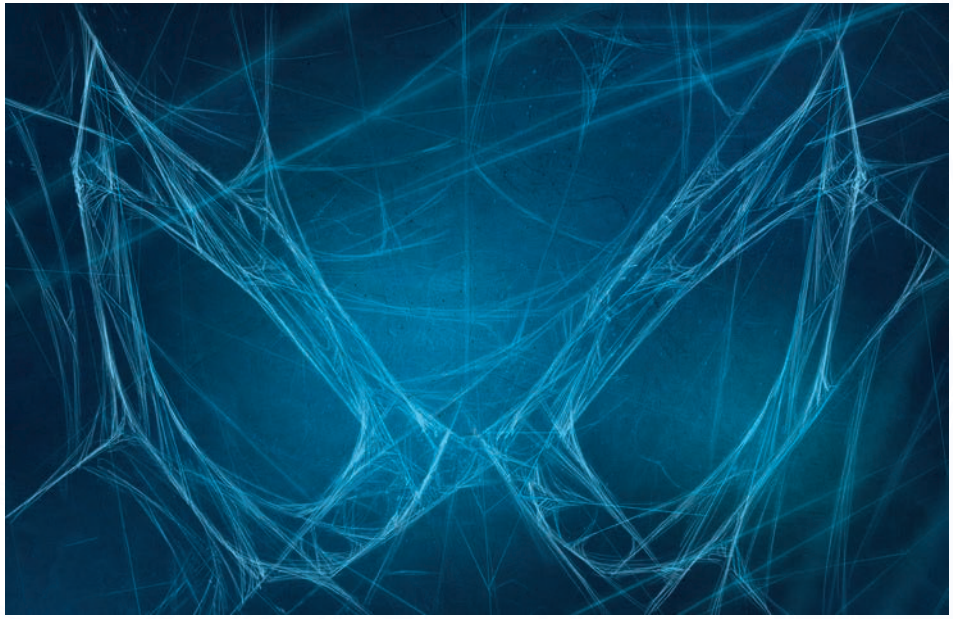
ASM2_0036_P1.psd

SITUATIONAL ART

ASM2_0037_P1.psd

BACKGROUND ART

ASM2_0038_P1.psd



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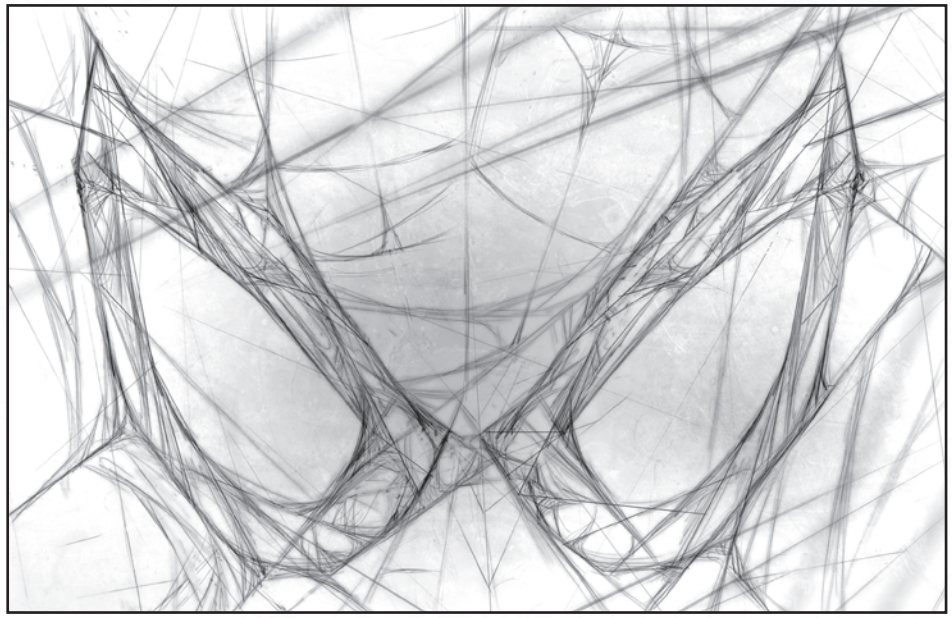


ASM2_0040_P1.psd

BACKGROUND ART

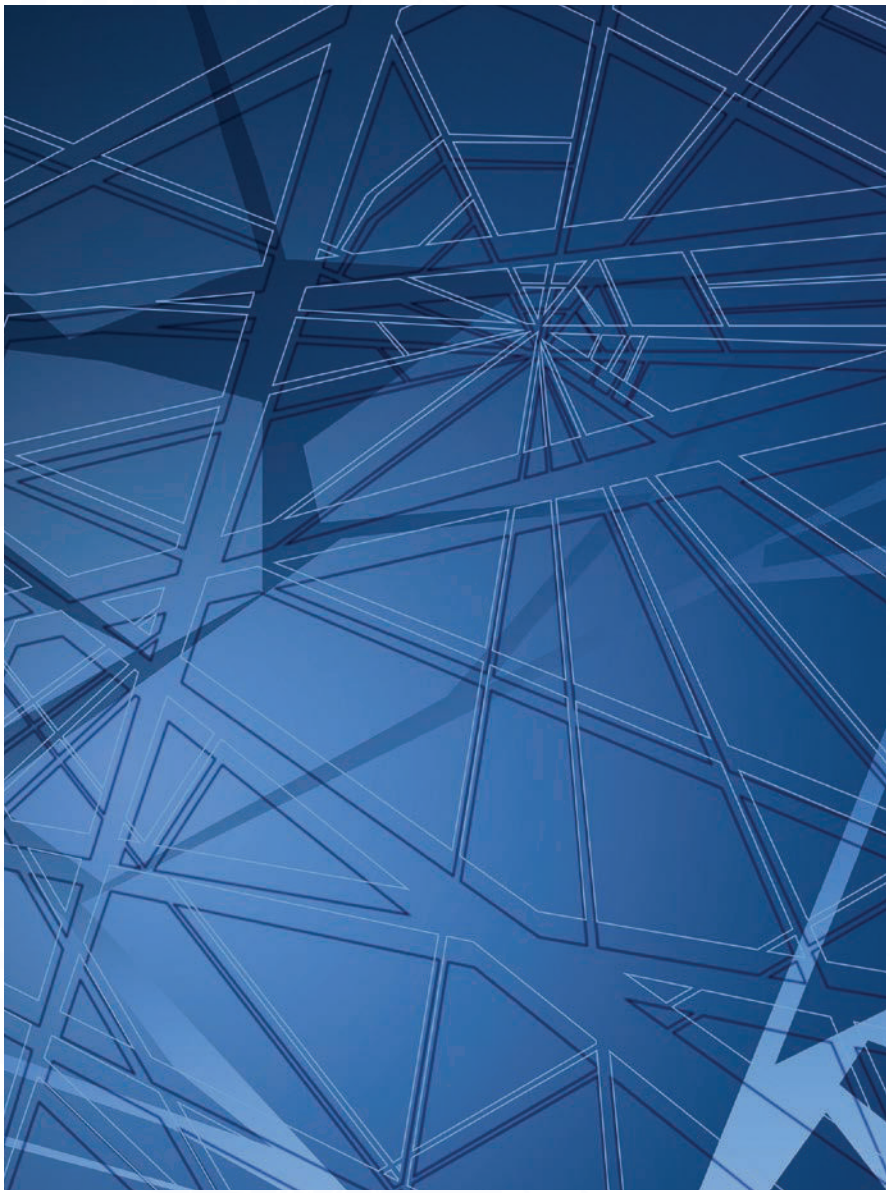
ASM2_0041_P1.psd

BACKGROUND ART

ASM2_0042_P1.psd

ASM2_0043_P1.psd

BACKGROUND ART



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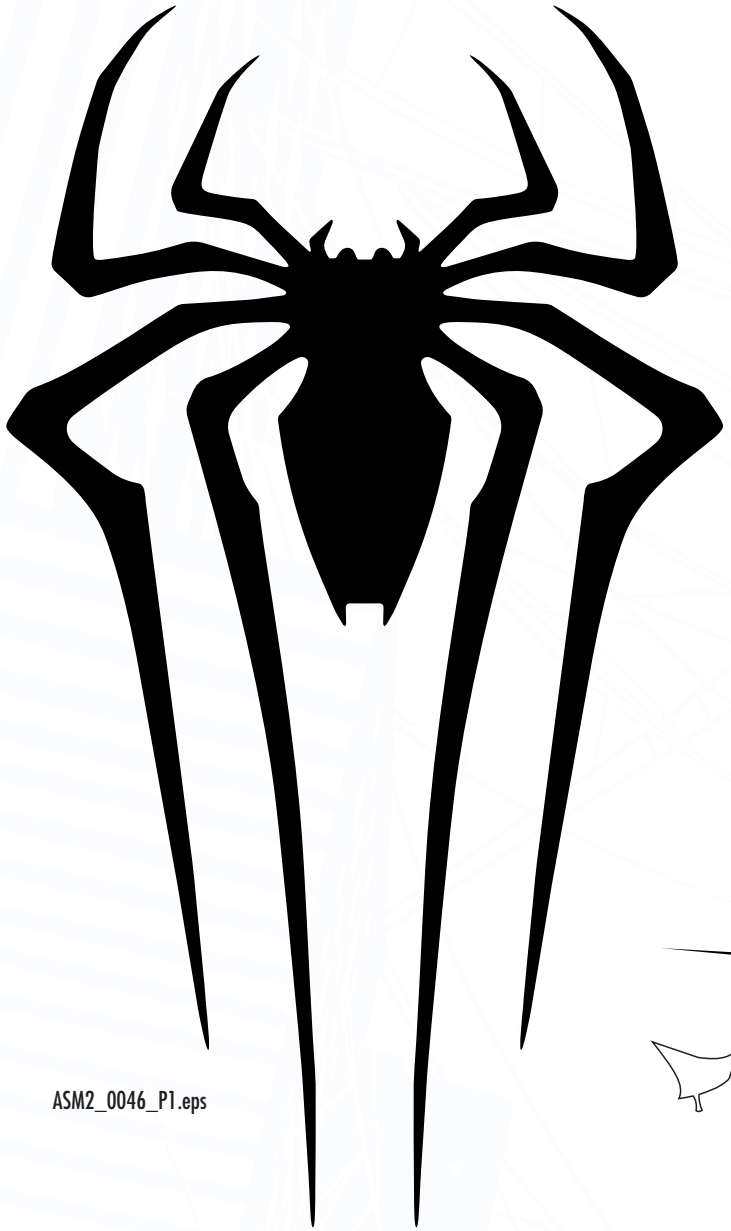

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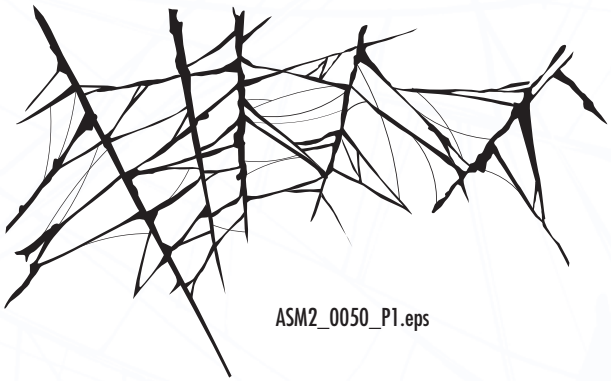

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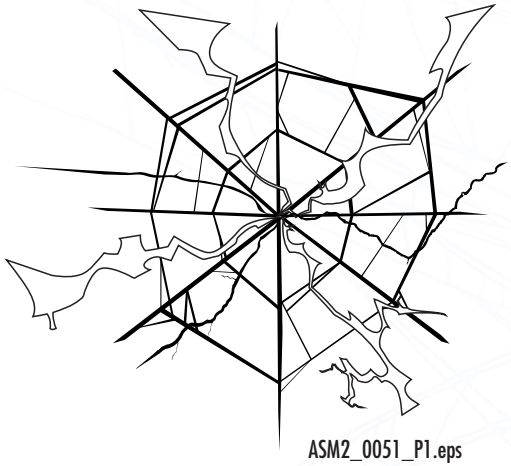

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ASM2_0049_P1.eps

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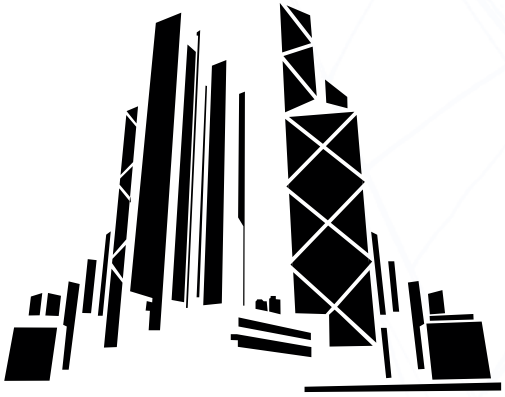

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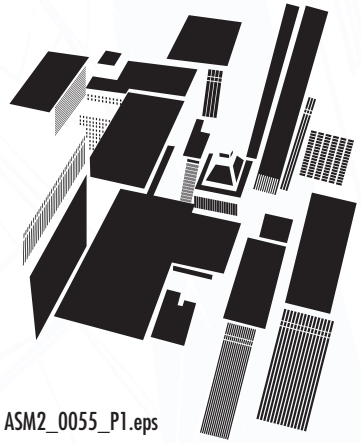

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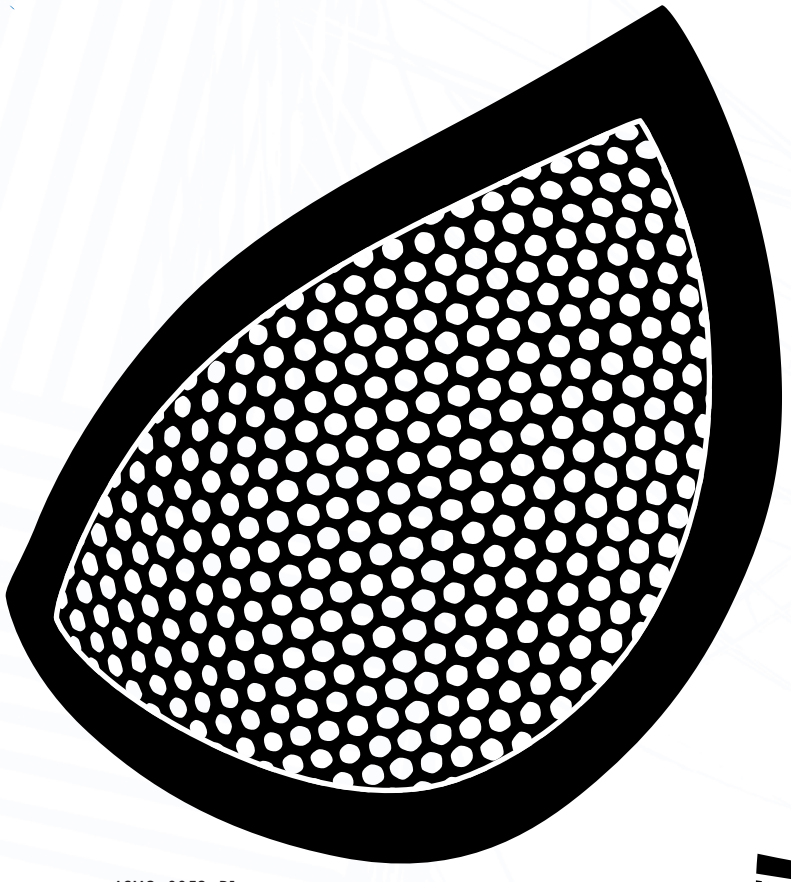

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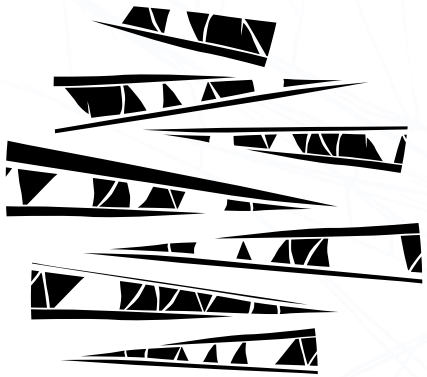

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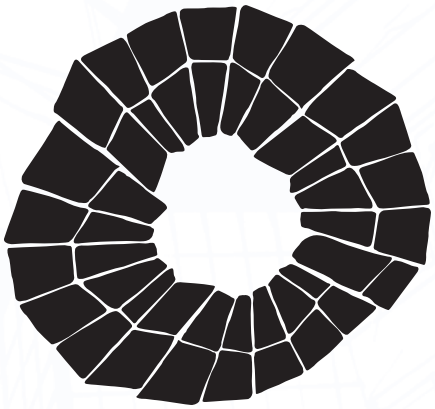

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BADGES

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ASM2_0060_P1.psd

ASM2_0061_P1.psd

ASM2_0062_P1.psd

BADGES

ASM2_0063_P1.psd

ASM2_0064_P1.psd

ASM2_0065_P1.psd

ASM2_0066_P1.psd

BADGES

ASM2_0067_P1.psd

ASM2_0068_P1.psd

ASM2_0069_P1.psd

ASM2_0070_P1.psd

BADGES

ASM2_0071_P1.eps

ASM2_0072_P1.psd

ASM2_0073_P1.eps

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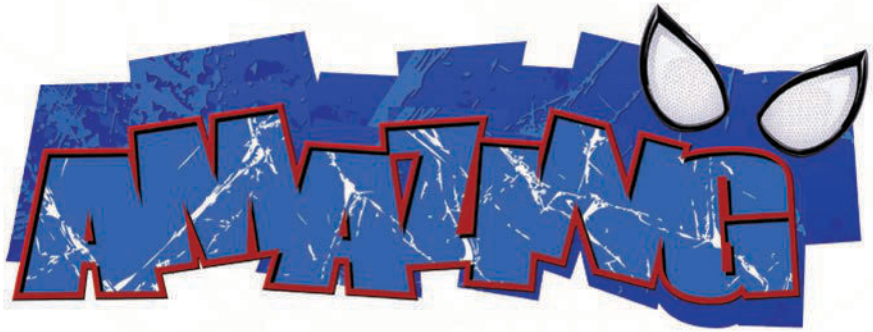

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BADGES

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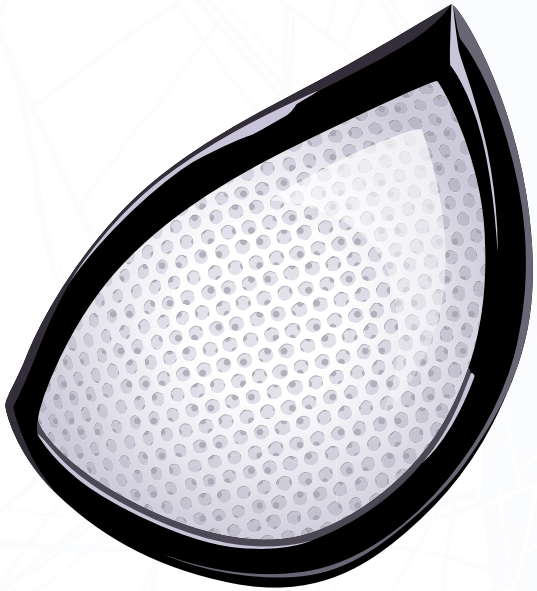

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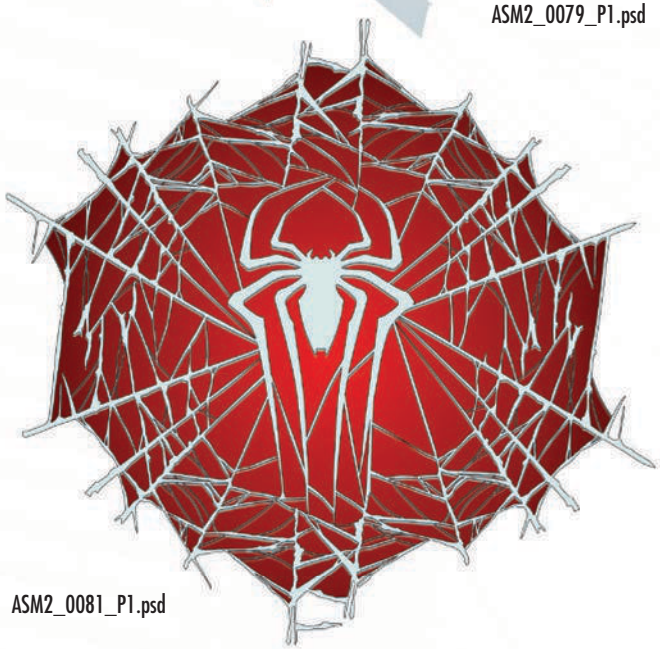

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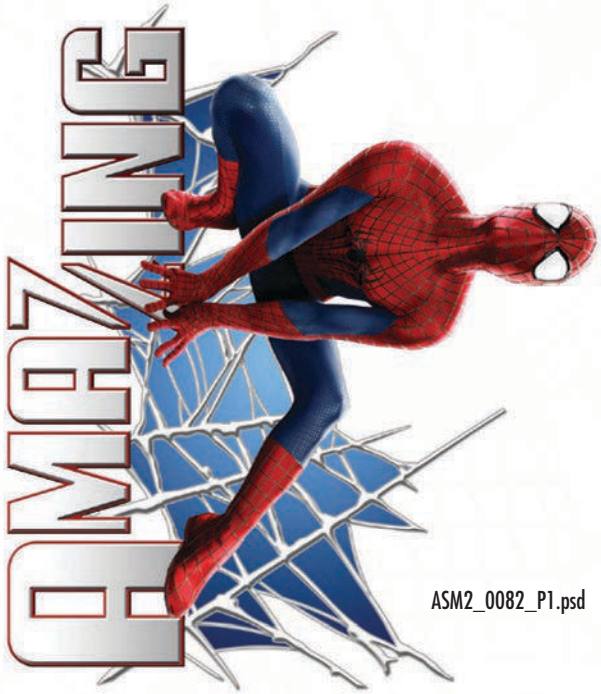

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ASM2_0086_P1.eps

BADGES

ASM2_0087_P1.psd

ASM2_0088_P1.eps

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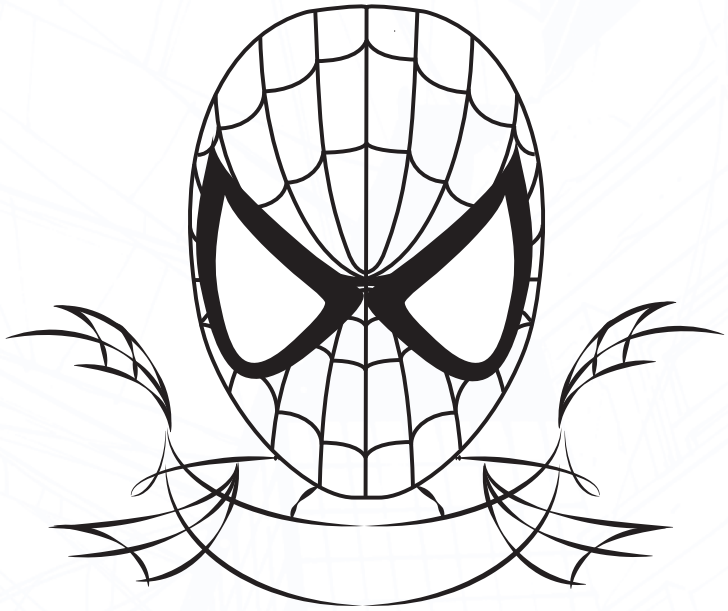

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BADGES

ASM2_0095_P1.psd

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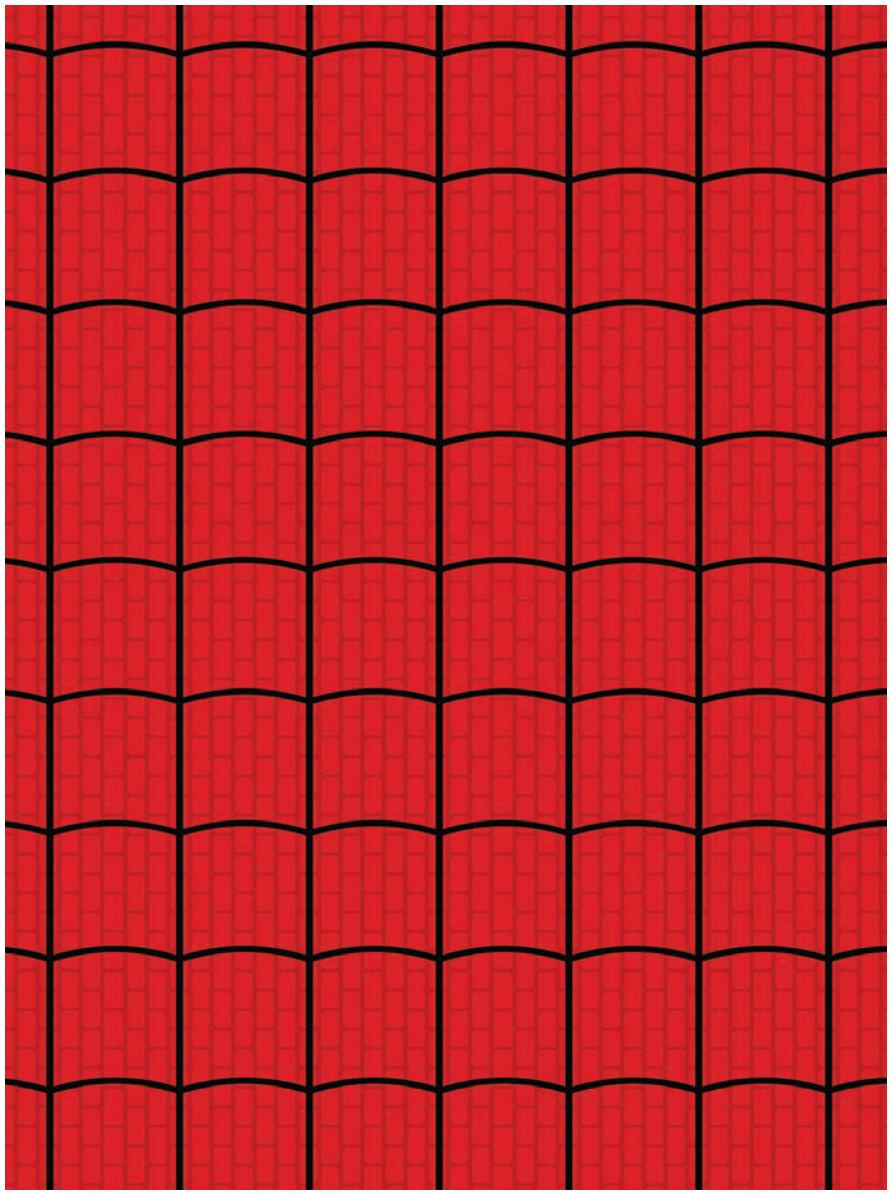
ASM2_0097_P1.psd

ASM2_0098_P1.eps

PATTERNS

ASM2_0099_P1.psd



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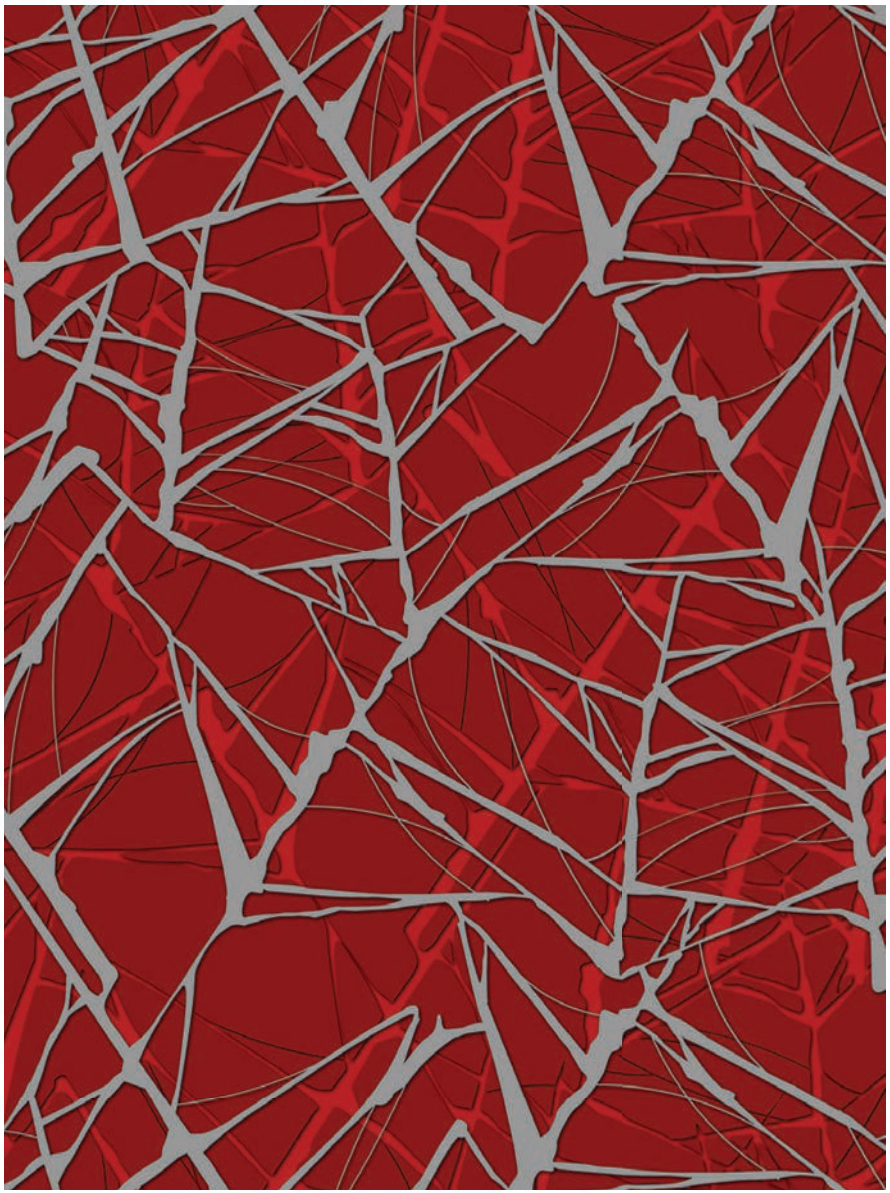

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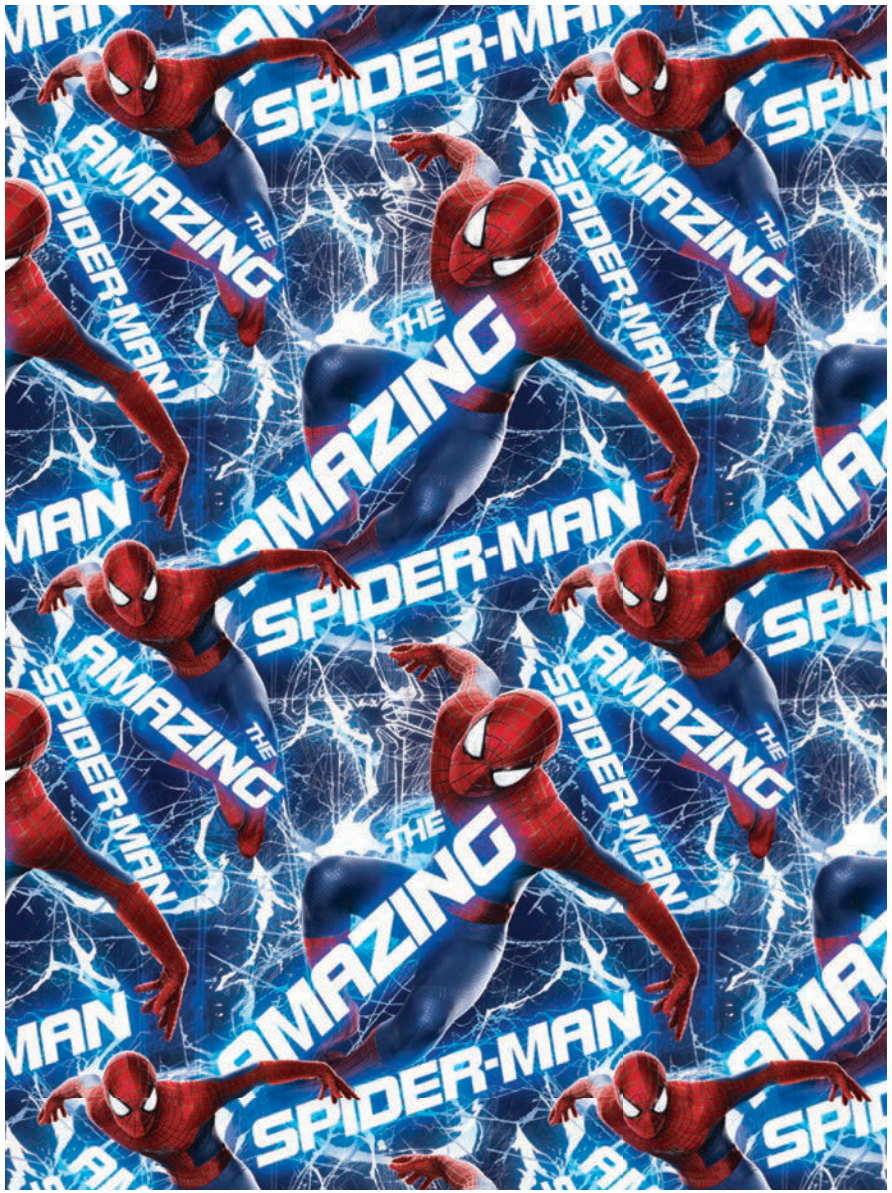

ASM2_0102_P1.psd

PATTERNS

ASM2_0103_P1.psd

ASM2_0104_P1.eps

BORDERS

ASM2_0105_P1.eps

ASM2_0106_P1.eps

ASM2_0107_P1.psd

ASM2_0108_P1.psd

ASM2_0109_P1.eps

ASM2_0110_P1.psd

BRANDING RULES

The following is an easy reference guide for the correct usage of THE AMAZING SPIDER-MAN 2 Movie Style Guide.

Please take a moment to review the following comparative examples and familiarize yourself with the usage guidelines, so you can get the most out of your THE AMAZING SPIDER-MAN 2 license!

BRANDING RULES

- Products using ***THE AMAZING SPIDER-MAN 2 Movie Style Guide*** should reflect the cutting edge of production materials and technology. Incorporate these elements into your designs and use the most modern techniques to achieve the highest quality and to best address your specific consumer target.

- All artwork in this Style Guide may only be used within the context of this program. Do not alter the artwork to resemble other MARVEL style guide programs' character iterations, color palette or overall feel.

- For branding purposes, do not alter the master property logo as shown in the branding section of the style guide. While the logo may be used with different color and texture treatments in the context of a design application, the scaling and placement of the MARVEL and ***THE AMAZING SPIDER-MAN 2*** logos, as well as the overall proportions of the lock-up, must always be preserved.

- All hang tag, sewn-in labels and general branding may be adjusted proportionately for your product but the overall design, fonts and elements must remain as they are shown in the branding section of the style guide.

- Trend-based designs should not take designs out of the context of the Style Guide. Other alterations may be considered on a case-by-case basis as long as the following guidelines are observed:

  - Seasonal or Holiday designs must remain **NON-DENOMINATIONAL**
  - Political messages, sexual innuendo and references to drugs or alcohol are **PROHIBITED**
  - Alterations address a specific retail or trend concern

APPROVED

DO use only the approved logo from THE AMAZING SPIDER-MAN 2 Style Guide.

THE AMAZING SPIDER-MAN 2™

NOT APPROVED

DO NOT use any other iterations of the SPIDER-MAN logo.

DO'S & DON'TS

DO use only approved art from
THE AMAZING SPIDER-MAN 2 Style Guide.

NOT APPROVED

DO NOT use any other iterations of SPIDER-MAN art

THE AMAZING SPIDER-MAN

ULTIMATE SPIDER-MAN

PRODUCT APPLICATIONS

Raised Webbing
inspired concepts

Light-Up Spider Sense

inspired concepts

PRODUCT APPLICATIONS

Younger Boys
Ages: 3-5

PRODUCT APPLICATIONS

Older Boys
Ages: 6-12

PRODUCT APPLICATIONS

Teens & Adults

Ages: 13-19+

LEGAL & APPROVALS

THE AMAZING SPIDER-MAN 2™

This Style Guide is for the sole use of authorized THE AMAZING SPIDER-MAN 2™ promotional companies (collectively "Licensees"). It is highly confidential, and is being provided to you for the sole purpose of assisting you in developing promotional materials pursuant to the terms of your license agreement and/or confidentiality agreement with Sony Pictures Entertainment Inc. ("Licensor"). Any and all artwork must be submitted in the form of a product submission before the manufacturing of any materials. No part of this Style Guide, or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. Any unauthorized use may subject the user to civil or criminal liability under applicable law. All artwork and other materials depicted herein are the property of Licensor and shall be returned upon request. This Style Guide may be modified by Licensor in its sole discretion, including without limitation, the deletion, addition and alteration of any artwork and/or other elements. Only artwork approved by Licensor may be used by Licensees on their promotional materials. Please contact your Product Development Manager for a Submission Form, Submission Guidelines and artwork. All artwork must be submitted for approval for use on each promotional material. The quality and success of your licensed merchandise is as important to Licensor as it is to you. In order to ensure high standards, it is critical that you adhere to the following development and approval guidelines. The legal notice must appear on all THE AMAZING SPIDER-MAN 2™ promotional materials. It must be legible and positioned adjacent to the art.

Unless otherwise instructed, the legal notice should read:

CO-PROMOTIONS:

a.Full Line: Spider-Man, the Character™ & © 201_ Marvel Characters, Inc. The Amazing Spider-Man 2, the Movie © 2014 Columbia Pictures Industries, Inc. All Rights Reserved.

• Last digit should be the year of production for each particular item.

b.With space limitations: Spider-Man, the Character™ & © 201_ Marvel Characters, Inc. The Amazing Spider-Man 2, the Movie © 2014 CPII. All Rights Reserved.

• Last digit should be the year of production for each particular item.

c.With severe space limitations: ™ & © 201_ Marvel Characters, Inc. © 2014 CPII. All Rights Reserved.

• Last digit should be the year of production for each particular item.

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